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(54) Title: APPARATUS FOR MAINTAINING THE ORIENTATION OF A BADGE OR OTHER INSIGNIA

**(57) Abstract:** Apparatus for maintaining the orientation of a badge 6 comprises a housing (1) which is a snap fit in a vehicle wheel (2). The badge 6 is mounted on a support (7) which comprises an axle (8) mounted on bearings (4) and (5) and a counterweight (9). The counterweight creates an off axis centre of gravity which provides a force to maintain the correct orientation of the badge. Movement is damped to prevent excessive oscillation. Damping may be frictional, fluid, air or magnetic. In a modification a centrifugal clutch may be provided to restrain oscillation. In a further modification the position of the badge may be electronically controlled.

